

# PIZZA\_SALES ANALYSIS USING SQL QUERIES

## KPI REQUIREMENTS:

### 1. Total\_Revenue:

```
SELECT SUM(total_price) AS Total_Revenue FROM pizza_sales
```

Result Grid	
Total_Revenue	
	817860.049999993

### 2. Average Order Value:

```
SELECT SUM(total_price)/COUNT(DISTINCT(order_id))  
AS Average_Order_Value FROM pizza_sales
```

Result Grid	
Average_Order_Value	
	38.307262295081635

### 3. Total\_Pizza\_Sold:

```
SELECT SUM(quantity) AS Total_Pizza_Sold FROM pizza_sales
```

Result Grid	
Total_Pizza_Sold	
	49574

### 4. Total\_orders:

```
SELECT COUNT(DISTINCT order_id) AS Total_Orders FROM pizza_sales
```

Result Grid	
Total_Orders	
	21350

## 5. Average\_pizza\_per\_order:

```
SELECT CAST(SUM(quantity)/COUNT(DISTINCT order_id) AS DECIMAL(10,2))  
AS Average_Pizza_Per_Order FROM pizza_sales
```

Result Grid	Filter Rows:
Average_Pizza_Per_Order	
2.32	

## CHART ANALYSIS:

### 1. Daily trend for Total orders (Total orders by day of week)

```
1 • SELECT DAYNAME(str_to_date(order_date, '%d-%m-%Y %d/%m/%Y')) as Order_day,  
2 COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales  
3 GROUP BY Order_day  
4 ORDER BY Total_Orders DESC
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Order_day	Total_Orders		
Friday	3538		
Thursday	3239		
Saturday	3158		
Wednesday	3024		
Tuesday	2973		
Monday	2794		

### 2. Monthly trend for total orders (Total orders by month)

```
1 • SELECT MONTHNAME(str_to_date(order_date, '%d-%m-%Y %d/%m/%Y')) as Month_name,  
2 COUNT(DISTINCT order_id) AS Total_Orders from pizza_sales  
3 GROUP BY Month_name  
4 ORDER BY Total_Orders DESC  
5
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Month_name	Total_Orders		
July	1935		
May	1853		
January	1845		
August	1841		
March	1840		
April	1799		

### 3. Percentage of sales by pizza category

```
1 • SELECT pizza_category, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
2   CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT
3 FROM pizza_sales
4 GROUP BY pizza_category
5
```

pizza_category	total_revenue	PCT
Classic	220053.10	26.91
Veggie	193690.45	23.68
Supreme	208197.00	25.46
Chicken	195919.50	23.96

### 4. Percentage of highest sales by pizza size

```
1 • SELECT pizza_size, CAST(SUM(total_price) AS DECIMAL(10,2)) as total_revenue,
2   CAST(SUM(total_price) * 100 / (SELECT SUM(total_price) from pizza_sales) AS DECIMAL(10,2)) AS PCT
3 FROM pizza_sales
4 GROUP BY pizza_size
5 ORDER BY PCT DESC
```

pizza_size	total_revenue	PCT
L	375318.70	45.89
M	249382.25	30.49
S	178076.50	21.77
XL	14076.00	1.72
XXL	1006.60	0.12

### 5. Top 5 best seller pizza by revenue, total quantity and total orders

#### Top 5 Pizza by Revenue:

```
1 • SELECT pizza_name, SUM(total_price) AS total_revenue
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY total_revenue DESC LIMIT 5
5
```

pizza_name	total_revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5
The Classic Deluxe Pizza	38180.5
The Spicy Italian Pizza	34831.25

### Bottom 5 Pizza by Revenue:

```
1 • SELECT pizza_name, SUM(total_price) AS total_revenue
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY total_revenue LIMIT 5
5
```

	pizza_name	total_revenue
▶	The Brie Carre Pizza	11588.4999999999
	The Green Garden Pizza	13955.75
	The Spinach Supreme Pizza	15277.75
	The Mediterranean Pizza	15360.5
	The Spinach Pesto Pizza	15596

### Top 5 Pizza by Quantity:

```
1 • SELECT pizza_name, SUM(quantity) AS Total_quantity
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_quantity DESC LIMIT 5
5
```

	pizza_name	Total_quantity
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371

### Bottom 5 Pizza by Quantity:

```
1 • SELECT pizza_name, SUM(quantity) AS Total_quantity
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_quantity LIMIT 5
5
```

	pizza_name	Total_quantity
▶	The Brie Carre Pizza	490
	The Mediterranean Pizza	934
	The Calabrese Pizza	937
	The Spinach Supreme Pizza	950
	The Soppressata Pizza	961

### Top 5 Pizza by Total orders:

```
1 • SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_orders DESC LIMIT 5
5
```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	pizza_name	Total_orders			
▶	The Classic Deluxe Pizza	2329			
	The Hawaiian Pizza	2280			
	The Pepperoni Pizza	2278			
	The Barbecue Chicken Pizza	2273			
	The Thai Chicken Pizza	2225			

### Bottom 5 Pizza by Total orders:

```
1 • SELECT pizza_name, COUNT(DISTINCT order_id) AS Total_orders
2 FROM pizza_sales
3 GROUP BY pizza_name
4 ORDER BY Total_orders LIMIT 5
5
```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	pizza_name	Total_orders			
▶	The Brie Carre Pizza	480			
	The Mediterranean Pizza	912			
	The Calabrese Pizza	918			
	The Spinach Supreme Pizza	918			
	The Chicken Pesto Pizza	938			